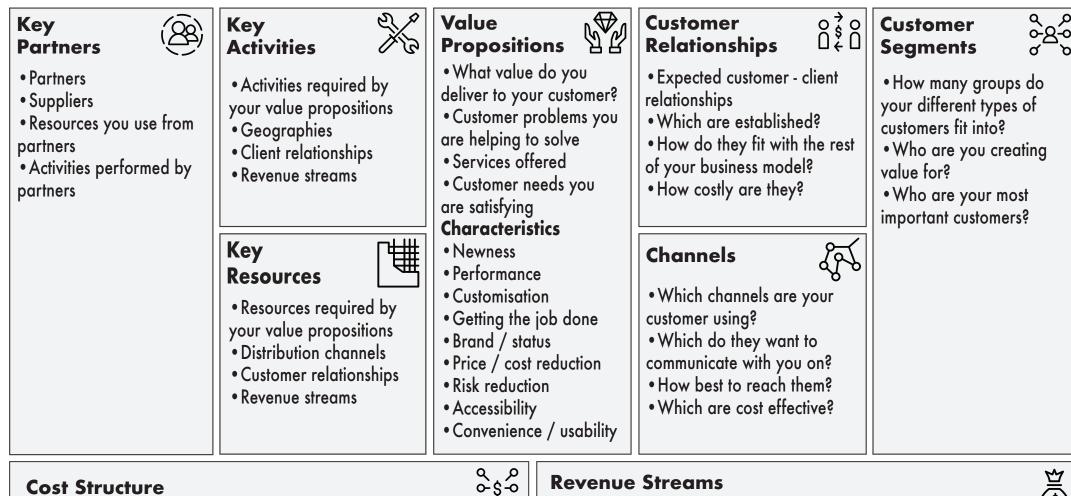
BUSINESS MODEL CANVAS



- Key costs in your business model
- Most costly key resources
- Most costly key activities



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- What do customers most value?
- What are they willing to pay?
- What are they currently paying?
- How are they currently paying?
- How would they like to pay?
- How much does each revenue stream contribute to your overall revenue?

THE STRATEGY GROUP